This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for facilitating the
2 comparison of different ad landing pages, the method comprising:
3   a) for an ad to be served, automatically selecting one of
4   a plurality of candidate ad landing pages;
5   b) automatically assembling the ad to include a link to
6   the selected ad landing page;
7   c) serving the assembled ad; and
8   d) tracking a performance of the ad in combination with
9   the automatically selected ad landing page, such that, for
10   the ad, a performance for each of the plurality of
11   candidate landing pages, linked from the ad when serving
12   the ad, is separately tracked.

1 Claim 2 (previously presented): The method of claim 1 wherein
2 the act of automatically selecting one of a plurality of
3 candidate ad landing pages is performed in a round-robin manner.

1 Claim 3 (previously presented): The method of claim 1 wherein
2 the act of automatically selecting one of a plurality of
3 candidate ad landing pages is performed using a random selection
4 function.

1 Claim 4 (previously presented): The method of claim 1 wherein
2 the performance of the ad in combination with the automatically
3 selected ad landing page tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

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1 Claim 5 (previously presented): The method of claim 1 further
2 comprising:
3   e) determining whether or not to automatically designate
4   one of the plurality of candidate ad landing pages using a
5   comparison of their respective performance and an
6   auto-designation policy; and
7   f) automatically designating the one of the plurality of
8   candidate ad landing pages if it was determined to
9   designate it.

1 Claim 6 (previously presented): The method of claim 5 wherein
2 the performance of the ad in combination with the automatically
3 selected ad landing page tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

1 Claim 7 (previously presented): The method of claim 1 further
2 comprising:
3   e) accepting a request for performance information of the
4   ad; and
5   f) providing the performance information of the ad for
6   each of the plurality of candidate ad landing pages with
7   which the ad was served to the requester.

1 Claim 8 (previously presented): The method of claim 7 wherein
2 the performance information of the ad provided for each of the
3 plurality of candidate ad landing pages with which the ad was
4 served, is at least one of conversion per impression
5 performance, conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad selection,
7 and earnings per ad impression.

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1   Claim 9 (previously presented): The method of claim 7 further
2   comprising:
3   g) accepting a manual ad landing page designation
4   instruction; and
5   h) designating one of the plurality of candidate ad
6   landing pages using the manual ad landing page designation
7   instruction.

1   Claim 10 (previously presented): The method of claim 9 wherein
2   the performance of the ad in combination with the automatically
3   selected ad landing page tracked is at least one of conversion
4   per impression performance, conversion per selection
5   performance, sales per ad selection, sales per ad impression,
6   earnings per ad selection, and earnings per ad impression.

1   Claim 11 (previously presented): The method of claim 1 further
2   comprising:
3   e) normalizing the performance of the ad in combination
4   with the automatically selected ad landing page to remove
5   ad landing page independent factors that may influence the
6   ad performance.

1   Claim 12 (original): The method of claim 1 wherein the
2   plurality of candidate ad landing pages are different in at
3   least one of the following (A) different information, (B)
4   different products offered for sale, (C) different services
5   offered for sale, (D) different product prices, (E) different
6   service prices, (F) different formatting, and (G) different
7   shipping charges.

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1 Claim 13 (currently amended): A method for facilitating the
2 comparison of different {ad landing page, ad creative}
3 combinations, the method comprising:
4   a) for an ad to be served, automatically selecting one of
5   a plurality of candidate {ad landing page, ad creative}
6   combinations, at least some of the combinations including
7   different ad landing pages;
8   b) automatically assembling the ad to include the selected
9   ad creative and the selected ad landing page of the
10   selected {ad landing page, ad creative} combination;
11   c) serving the assembled ad; and
12   d) tracking a performance of the ad in combination with
13   the automatically selected {ad landing page, ad creative}
14   combinations, such that, for the ad, a performance for each
15   of the plurality of {ad landing page, ad creative}
16   combinations, used when serving the ad, is separately
17   tracked.

1 Claim 14 (previously presented): The method of claim 13 wherein
2 the performance of the ad in combination with the automatically
3 selected {ad landing page, ad creative} combinations tracked is
4 at least one of conversion performance, sales per ad selection,
5 sales per ad impression, earnings per ad selection, and earnings
6 per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

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1 Claim 16 (currently amended): A method for ~~comparing~~
2 facilitating the comparison of different {ad landing page, ad
3 serving criteria} combinations, the method comprising:
4   a) for an ad to be served, automatically selecting one of
5   a plurality of candidate {ad landing page, ad serving
6   criteria} combinations, at least some of the combinations
7   including different ad landing pages;
8   b) automatically assembling the ad to include the selected
9   ad landing page of the selected {ad landing page, ad
10   serving criteria} combination;
11   c) serving the assembled ad; and
12   d) tracking a performance of the ad in combination with
13   the automatically selected {ad landing page, ad serving
14   criteria} combination, <u>such that, for the ad, a performance</u>
15   <u>for each of the plurality of {ad landing page, ad serving</u>
16   <u>criteria} combinations, used when serving the ad, is</u>
17   <u>separately tracked</u>.

1 Claim 17 (previously presented): The method of claim 16 wherein
2 the performance of the ad in combination with the automatically
3 selected {ad landing page, ad serving criteria} combination
4 tracked is at least one of conversion performance, sales per ad
5 selection, sales per ad impression, earnings per ad selection,
6 and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different

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6 service prices, (F) different formatting, and (G) different

7 shipping charges.

1 Claim 19 (currently amended): A method for facilitating the

2 comparison of different types of ad landing pages, the method

3 comprising:

4   a) for an ad to be served, automatically selecting one of

5   a plurality of candidate ad landing pages, wherein each of

6   the plurality of candidate ad landing pages has a different

7   type;

8   b) automatically assembling the ad to include the selected

9   ad landing page;

10   c) serving the assembled ad; and

11   d) tracking a performance of a set of ads in combination

12   with the type of automatically selected ad landing page,

13   _such that, for the ad, a performance for each of the_

14   _plurality of types of landing page, used when serving the_

15   _ad, is separately tracked_.

1 Claim 20 (original): The method of claim 19 wherein the

2 different types of ad landing pages have different formatting

3 styles.

Claims 21-27 (canceled)

1 Claim 28 (currently amended): Apparatus for facilitating the

2 comparison of different ad landing pages, the apparatus

3 comprising:

4   a) means for automatically selecting one of a plurality of

5   candidate ad landing pages for an ad to be served;

6   b) means for automatically assembling the ad to include a

7   link to the selected ad landing page;

7

8   c)   means for serving the assembled ad; and

9   d)   means for tracking a performance of the ad in

10   combination with the automatically selected ad landing

11   page, such that, for the ad, a performance for each of the

12   plurality of candidate landing pages, linked from the ad

13   when serving the ad, is separately tracked.

1   Claim 29 (previously presented): The apparatus of claim 28

2   wherein the means for automatically selecting one of a plurality

3   of candidate ad landing pages performs the selection in a

4   round-robin manner.

1   Claim 30 (previously presented): The apparatus of claim 28

2   wherein the means for automatically selecting one of a plurality

3   of candidate ad landing pages performs the selection using a

4   random selection function.

1   Claim 31 (previously presented): The apparatus of claim 28

2   wherein the performance of the ad in combination with the

3   automatically selected ad landing page tracked is at least one

4   of conversion per impression performance, conversion per

5   selection performance, sales per ad selection, sales per ad

6   impression, earnings per ad selection, and earnings per ad

7   impression.

1   Claim 32 (previously presented): The apparatus of claim 28

2   further comprising:

3   e)   means for determining whether or not to automatically

4   designate one of the plurality of candidate ad landing

5   pages using a comparison of their respective performance

6   and an auto-designation policy; and

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7      f)   means for automatically designating the one of the
8           plurality of candidate ad landing pages if it was
9           determined to designate it.
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1   Claim 33  (previously presented):  The apparatus of claim 32
2   wherein the performance of the ad in combination with the
3   automatically selected ad landing page tracked is at least one
4   of conversion per impression performance, conversion per
5   selection performance, sales per ad selection, sales per ad
6   impression, earnings per ad selection, and earnings per ad
7   impression.
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1   Claim 34 (previously presented):  The apparatus of claim 28
2   further comprising:
3           e)   means for accepting a request for performance
4.          information of the ad; and
5           f)   means for providing the performance information of the
6           ad for each of the plurality of candidate ad landing pages
7           with which the ad was served to the requester.
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1   Claim 35  (previously presented):  The apparatus of claim 34
2   wherein the performance information of the ad provided for each
3   of the plurality of candidate ad landing pages with which the ad
4   was served, is at least one of conversion per impression
5   performance, conversion per selection performance, sales per ad
6   selection, sales per ad impression, earnings per ad selection,
7   and earnings per ad impression.
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1   Claim 36 (previously presented):  The apparatus of claim 28 34
2   further comprising:
3           g) means for accepting a manual ad landing page designation
4           instruction; and
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    5   h) means for designating one of the plurality of candidate
    6   ad landing pages using the manual ad landing page
    7   designation instruction.

    1   Claim 37 (previously presented): The apparatus of claim 36
    2   wherein the performance of the ad in combination with the
    3   automatically selected ad landing page tracked is at least one
    4   of conversion per impression performance, conversion per
    5   selection performance, sales per ad selection, sales per ad
    6   impression, earnings per ad selection, and earnings per ad
    7   impression.

    1   Claim 38 (previously presented): The apparatus of claim 28
    2   further comprising:
    3   e) means for normalizing the performance of the ad in
    4   combination with the automatically selected ad landing page
    5   to remove ad landing page independent factors that may
    6   influence the ad performance.

    1   Claim 39 (original): The apparatus of claim 28 wherein the
    2   plurality of candidate ad landing pages are different in at
    3   least one of the following (A) different information, (B)
    4   different products offered for sale, (C) different services
    5   offered for sale, (D) different product prices, (E) different
    6   service prices, (F) different formatting, and (G) different
    7   shipping charges.

    1   Claim 40 (currently amended): Apparatus for facilitating the
    2   comparison of different {ad landing page, ad creative}
    3   combinations, the apparatus comprising:
    4   a) means for automatically selecting one of a plurality of
    5   candidate {ad landing page, ad creative} combinations for

                                    10

6   an ad to be served, at least some of the combinations
7   including different ad landing pages;
8   b)   means for automatically assembling the ad to include
9   the selected ad creative and the selected ad landing page
10   of the selected {ad landing page, ad creative} combination;
11   c)   means for serving the assembled ad; and
12   d)   means for tracking a performance of the ad in
13   combination with the automatically selected {ad landing
14   page, ad creative} combinations, such that, for the ad, a
15   performance for each of the plurality of {ad landing page,
16   ad creative} combinations, used when serving the ad, is
17   separately tracked.

1   Claim 41 (previously presented): The apparatus of claim 40
2   wherein the performance of the ad in combination with the
3   automatically selected {ad landing page, ad creative}
4   combinations tracked is at least one of conversion performance,
5   sales per ad selection, sales per ad impression, earnings per ad
6   selection, and earnings per ad impression.

1   Claim 42 (original): The apparatus of claim 40 wherein the
2   plurality of candidate ad landing pages are different in at
3   least one of the following (A) different information, (B)
4   different products offered for sale, (C) different services
5   offered for sale, (D) different product prices, (E) different
6   service prices, (F) different formatting, and (G) different
7   shipping charges.

1   Claim 43 (currently amended): Apparatus for facilitating the
2   comparison of different {ad landing page, ad serving criteria}
3   combinations, the apparatus comprising:

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4   a)   means for automatically selecting one of a plurality of
5   candidate {ad landing page, ad serving criteria}
6   combinations for an ad to be served, at least some of the
7   combinations including different ad landing pages;
8   b)   means for automatically assembling the ad to include
9   the selected ad landing page of the selected {ad landing
10   page, ad serving criteria} combination;
11   c)   means for serving the assembled ad; and
12   d)   means for tracking a performance of the ad in
13   combination with the automatically selected {ad landing
14   page, ad serving criteria} combination, such that, for the
15   ad, a performance for each of the plurality of {ad landing
16   page, ad serving criteria} combinations, used when serving
17   the ad, is separately tracked.

1   Claim 44 (previously presented): The apparatus of claim 43
2   wherein the performance of the ad in combination with the
3   automatically selected {ad landing page, ad serving criteria}
4   combination tracked is at least one of conversion performance,
5   sales per ad selection, sales per ad impression, earnings per ad
6   selection, and earnings per ad impression.

1   Claim 45 (original): The apparatus of claim 43 wherein the
2   plurality of candidate ad landing pages are different in at
3   least one of the following (A) different information, (B)
4   different products offered for sale, (C) different services
5   offered for sale, (D) different product prices, (E) different
6   service prices, (F) different formatting, and (G) different
7   shipping charges.

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1   Claim 46 (currently amended): Apparatus for facilitating the
2   comparison of different types of ad landing pages, the apparatus
3   comprising:
4   a) means for automatically selecting one of a plurality of
5   candidate ad landing pages, wherein each of the plurality
6   of candidate ad landing pages has a different type, for an
7   ad to be served;
8   b) means for automatically assembling the ad to include
9   the selected ad landing page;
10   c) means for serving the assembled ad; and
11   d) means for tracking a performance of a set of ads in
12   combination with the type of the automatically selected ad
13   landing page, such that, for the ad, a performance for each
14   of the plurality of types of landing pages, used when
15   serving the ad, is separately tracked.

1   Claim 47 (original): The apparatus of claim 46 wherein the
2   different types of ad landing pages have different formatting
3   styles.

    Claims 48-54 (canceled)

1   Claim 55 (previously presented): A method for facilitating the
2   comparison of at least two different ad landing pages, the
3   method comprising:
4   a) for an ad to be served at a first time
5   i)   automatically selecting a first ad landing page
6   from a plurality of candidate ad landing pages, and
7   ii)   serving an instance of the ad with a link to the
8   first ad landing page;
9   b) for the ad to be served a second time

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10   i)   automatically selecting a second ad landing

11   page, different from the previously selected first ad

12   landing page, from the plurality of candidate ad

13   landing pages, and

14   ii)   serving an instance of the ad with a link to the

15   second ad landing page;

16   c) tracking the performance of instances of the ad having a

17   link to the first ad landing page; and

18   d) tracking the performance of instances of the ad having a

19   link to the second ad landing page.

1   Claim 56 (previously presented): Apparatus for

2   facilitating the comparison of at least two different ad

3   landing pages, the apparatus comprising:

4   a) means for automatically selecting

5   i) for an ad to be served at a first time, a

6   first ad landing page from a plurality of

7   candidate ad landing pages, and

8   ii) for the ad to be served a second time, a

9   second ad landing page, different from the

10   previously selected first ad landing page, from

11   the plurality of candidate ad landing pages;

12   b) means for serving

13   i)   an instance of the ad with a link to the

14   first ad landing page, and

15   ii) an instance of the ad with a link to the

16   second ad landing page; and

17   c) means for separately tracking the performance of

18   i)   instances of the ad having a link to the

19   first ad landing page, and

20   ii) instances of the ad having a link to the

21   second ad landing page.

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